DOCUMENT RESUME

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TITLE	Designing Effective Instruction (DEI) - A New Adventure in Teaching. Description of Teacher Inservice Education Materials.
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ABSTRACT

The instructional package described here is intended to help teachers improve their ability to design effective classroom instruction. The inservice topics covered include techniques of writing behavioral objectives and criterion tests, analyzing content in terms of stimulus and response, and validation processing. This descriptive report provides information on the purposes and content of the program as well as activities and resources involved. A critique, history of development, and ordering information are also included. (DS)

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U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

DESCRIPTION OF TEACHER INSERVICE EDUCATION MATERIALS

SUMMARY INFORMATION

Title: DESIGNING EFFECTIVE INSTRUCTION (DEI) - A NEW ADVENTURE IN TEACHING

Publication Date(s): 1970

Intended Users: Preservice and inservice teachers who are interested in improving their overall ability to design effective instruction and assessing their effectiveness

Grade Level(s): K-12

Number: Group (approximately 10 persons)

Primary Focus: The intent of this program is to help teachers improve their ability to design effective classroom instruction.

School subject(s) and/or inservice topic(s) covered:

Inservice topics covered include techniques of writing behavioral objectives and criterion tests, analyzing content in terms of stimulus and response, and validation processing. Emphasis is placed on designing instructional materials whose effectiveness can be measured and the participant practices writing objectives and test items and then analyzing their validity and reliability.

What participant does in using the materials:

Participant will read a summary of each unit, objectives and glossary of each unit, study vocabulary of each unit, do the exercises and tests for each unit, participate in group discussion, and view filmstrips while listening to audiotapes for each unit.

Resources:

The product is comprised of a package containing 15 audiotapes, 12 filmstrips, 1 Monitor's Manual, 1 script book, 10 participants' workbooks, 10 sets of unit tests and final examinations. Several units contain glossaries. Implementation of the course will require a 35mm filmstrip projector, screen, and cassette or reel to reel tape player. An instructor is needed, as is classroom space for group meetings. The product takes 20 hours; additional time will be needed for group discussion.

Describer critique:

The product is highly organized. Much help is given in the form of tests and workbooks, and a Monitor's Manual is also provided. The graphics are excellent.

Drawbacks include sexual and racial bias, the belaboring of obvious points, and length of time needed for effective completion of the course.

SP013 993

TS 74 (M) affective skills - (TS) educational technology - lesson plans - (ASG) cognitive development - affective development - criterion referenced tests TD

1.0 PURPOSES:

The developer offers the following rationale and purposes for the product: "DEI shows the teacher how to design instruction in such a way that results can be measured. Both teacher and student will know the reward of something well done because they will know without doubt that it has been done. The teacher has taught. The student has learned."

The broad goal of the product is to teach teachers how to design more effective instruction through practical application: "The teacher not only learns about behavioral objectives, he learns how to write objectives--and he practices doing them. He not only learns about criterion tests, he learns how to write test items--and he practices writing them. He not only learns about content analysis, he learns how to analyze content in terms of stimulus and response--and he practices doing this. Not only does he learn about validation--he goes through the process."

2.0 CONTENT — Scope and Sequencing of Topics:

The following are the components of this product:

- 15 audiotapes
- 12 filmstrips
- 1 Monitor's Manual (158 pages)
- 1 script book (158 pages)
- 10 participant workbooks
- 10 sets of unit tests and final examinations
- glossaries in several units

The program requires at least 20 hours; additional time will be needed for group discussion. Contents of the tapes are as follows:

Unit I	Introduction and Basic Principles	20 minutes
Unit II	General Goals, Affective Objectives and Cognitive Objectives	20 minutes
Unit III	Main Components of an Objective	20 minutes
Unit IV	Classification of Objectives	26 minutes
Unit V	Criterion Tests	19 minutes
Unit VI	Determining Entry Level	19 minutes
Unit VII	Entry Level Tests	21 minutes
Unit VIII	Stimulus and Response	29 minutes
Unit IX	One Way and Two Way Stimulus Response Units	28 minutes
Unit X	Content Analysis	29 minutes
Unit XI	Stimulus Response Pairs in Chain Activities	28 minutes
Unit XII	Influence of Objectives on Content	40 minutes
Unit XIII	Developing Objectives and Deriving Content	8 minutes
Unit XIV	Programmed Lesson Plans and Instructional Media	45 minutes
Unit XV	Validation	45 minutes

The material is intended to be used sequentially and in its entirety.

3.0 ACTIVITIES AND RESOURCES INVOLVED IN USE OF PRODUCT

3.1 Description of main *in*service activities:

Participant will:

- Read summary, objectives, and glossary of each unit;
- Study vocabulary of each unit;
- Complete the exercises for each unit, including tests;
- Discuss specific ways in which content of unit can be applied to each participant's own teaching ; and
- View filmstrips while listening to audiotapes for each unit.

3.2 Help given in use of product:

A 158-page Monitor's Manual is provided for the use of the program director.

4.0 EVALUATION OF TEACHER INSERVICE LEARNING

Workbooks are used during the audio-visual activities (time is allotted within the filmstrip presentation).

Tests are taken at the end of each unit (with the exception of Units 12 and 13, where tests are combined into a single test given at the end of Unit 13).

A final exam is given upon completion of all fifteen units.

Pretests are also given.

5.0 ORDERING INFORMATION

5.1 Resources required/recommended for implementing product:

In addition to the product components, users will need: a 35mm filmstrip projector, a projection surface, a cassette or reel to reel tape player. An instructor is needed, and time and space for group meetings must be arranged. The program will take 20 hours to complete, and additional time will be needed for discussion sessions.

5.2 Distributor name/address:

General Programmed Teaching
Division of Career Education Associates, Inc.
6821 Reisterstown Road
Baltimore, Maryland 21215

(301) 358-7810

5.3 Components/approximate costs:

Component	Purchase	Rental	No. Req.	Reusable
DESIGNING EFFECTIVE INSTRUCTION 15 tapes, 12 filmstrips, 1 Monitor's Manual, 1 script book, 10 workbooks with tests	$725.00 TOTAL		one	yes (if test material is duplicated)
Monitor's Manual	25.00		one	yes
Script	12.00		one	yes
Workbooks with Test				
1-24 copies	7.50 each		one	yes
25 copies and up	6.85 each		one	yes
Individual units (first 5 units may be ordered separately) Each unit includes: 1 tape, 1 filmstrip, 1 special workbook (Units 1-5), 1 special Monitor's Manual with script (Units 1-5)	60.00 each		one	yes
Additional special workbook	3.20 each		one	yes
25 copies and up	2.95 each		one	yes

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6.0 HISTORY OF DEVELOPMENT

6.1 Identification of the developer:

General Programmed Teaching
Division of Career Education Associates, Inc.
6821 Reisterstown Road
Baltimore, Maryland 21215

6.2 How developed and when:

The product was based on Principles and Practice of Instructional Technology, which was funded in part by a grant from USOE.

The idea was conceived in an inservice workshop in 1970 and was field-tested among preservice teachers at San Francisco State College as well as among in-service teachers in New York state school districts.

6.3 Evidence of effectiveness with users:

The developer offered no results of field testing conducted with the product.

DESCRIBER CRITIQUE

Appropriateness / adaptability / technical quality:

The product addresses the need of helping teachers to design more effective instruction, but does not adequately meet this need. The racial and sexual bias (see below), the belaboring of obvious points, and the length of time needed to complete the product are all flaws.

Product is adaptable as a semester's course, a week-long workshop, an inservice workshop, a summer session course for administrative personnel and parents.

Content accuracy/social fairness/community acceptance issues:

The filmstrip lacked enough representation of minorities, including women. The white middle class male predominated in the filmstrip. Some communities, notably inner-city urban areas, would object to the above bias.

Overall summary/comment:

The visual portion of the product is excellent. The clear, strong colors and graphics add much to the total appeal of the program. The organization and assistance given are also excellent. However, the product does not seem to be worth the length of time it requires to complete it in-depth.

MP, MB, MN-8/77